
Project 3: Google Doodle

By Ali Brown



Design Statement

To design a Google Doodle that successfully communicates the meaning of my chosen subject, person or holiday. And to design my own cohesive aesthetic while still embodying the Google logo. And creating an animation that suits the subject matter and draws in the attention of the user.

Google Doodle Subject

National Bao Day

I chose to do my Google Doodle for National Bao Day. It's a day that celebrates Bao.



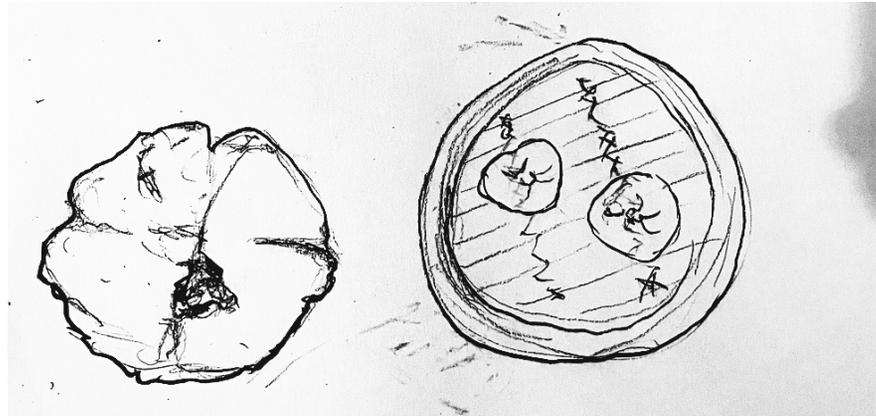
What is a Bao?

Bao (also known as Baozi) is a food that originates from China. They are a fluffy white bun that can be filled with many different ingredients.

There are many different kinds of bao so I wanted to make sure to highlight as many as possible.



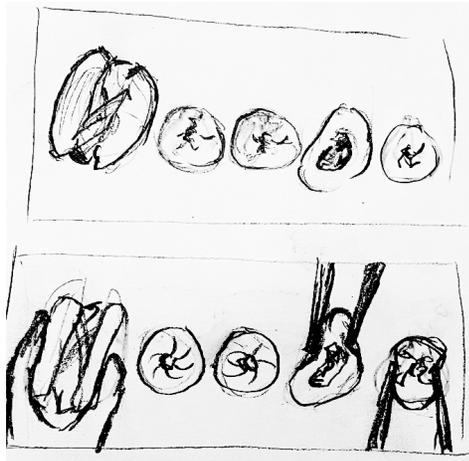
Brain Storming



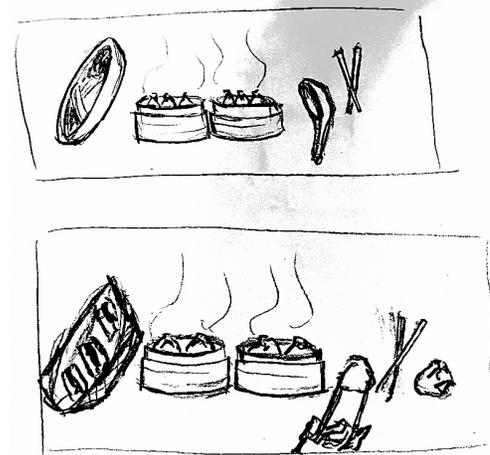
I began by drawing different types and forms of bao. So I could get a better understanding of how I could incorporate pictures of bao with the Google logo.

Initial Ideations

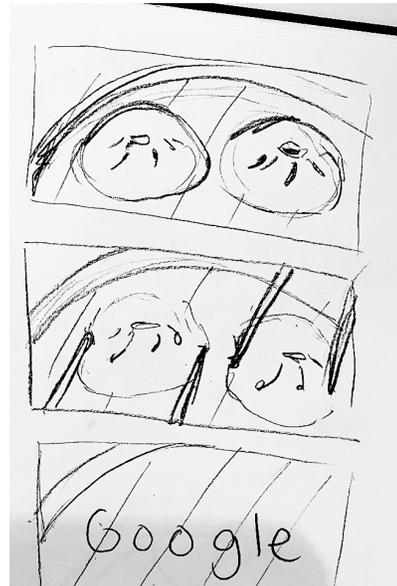
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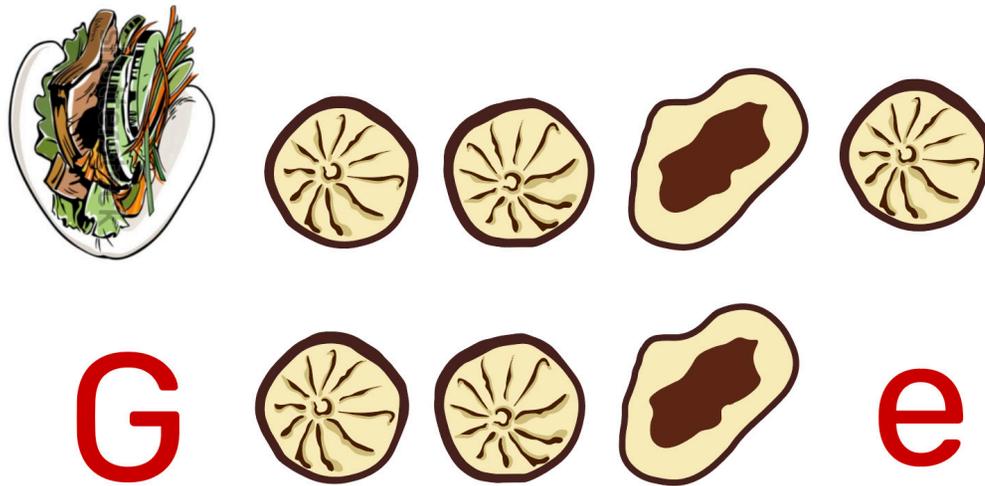
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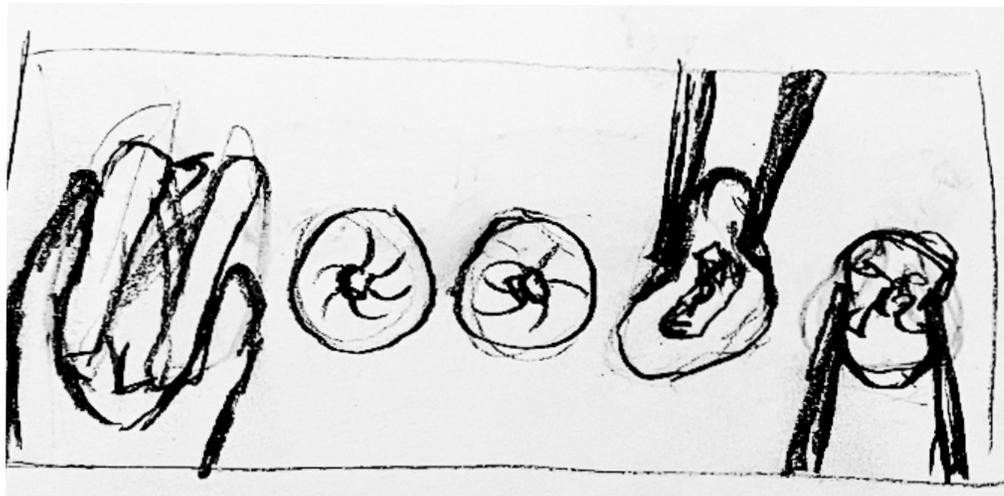
Concept



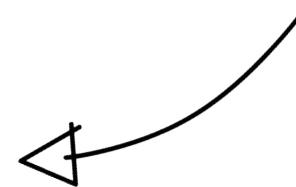
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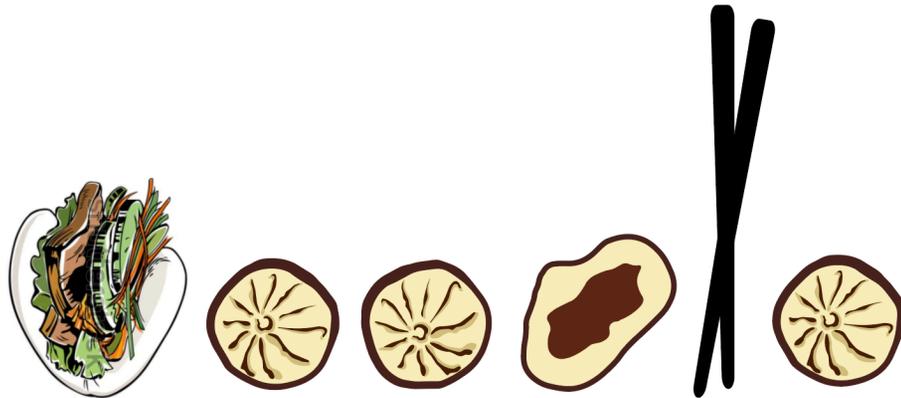
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I decided to go with this concept. But as I began I realized that the animation would be **too difficult** to achieve when the chopsticks grab the bao.

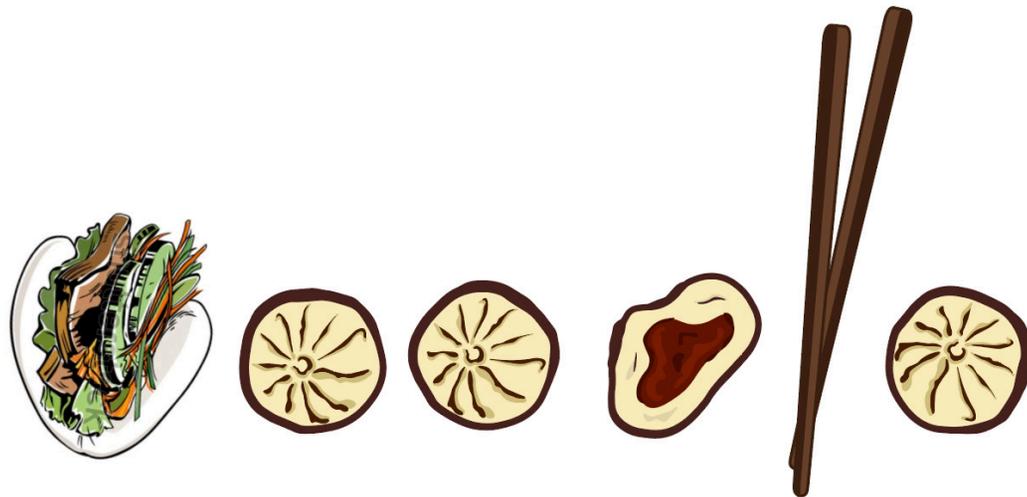


Final Concept

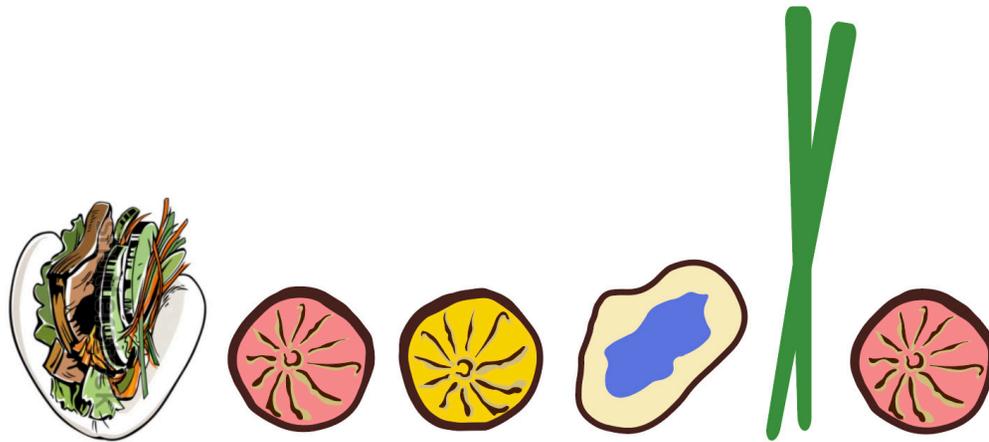


National Bao Day

So I changed the concept to have each bao and chopsticks drop individually until it reveals to Google logo.



Colours



Then I started to experiment with colours because I didn't think the illustrations portrayed the Google photo enough.

National Bao Day

But when I changed the colours of actual bao they seem stray away from looking like actual bao.

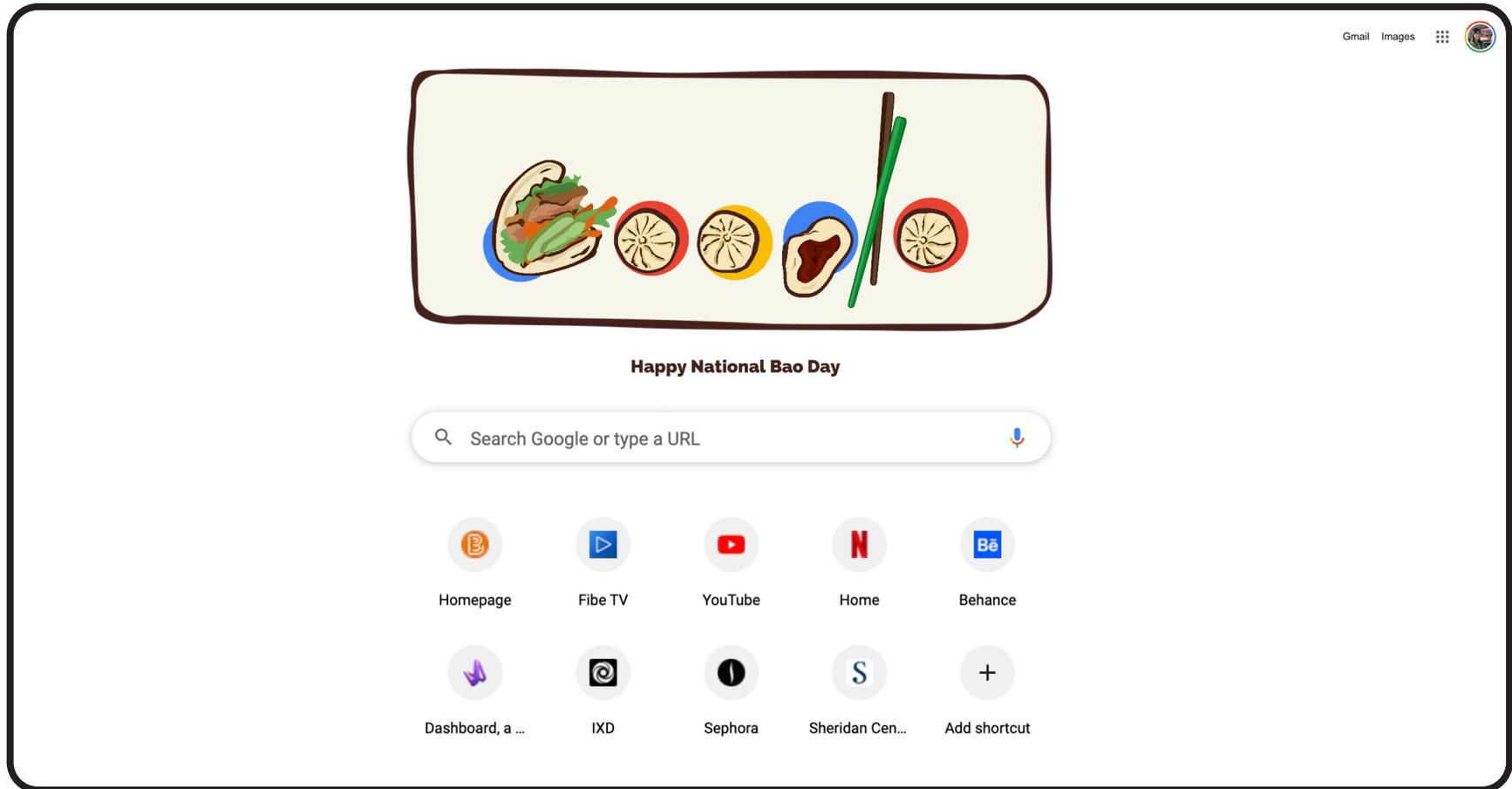
So I added circles of the colours from the Google logo.



Final Design



Final Design



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References

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